Navy Localized Messages
NRD Chicago

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Global Force for Good Key Messages

The below messages are the overall Global Force for Good key messages that you are referencing when talking to recruits

America's Navy is a global force for good…and good can take many forms:

- Bombs on terrorist hide outs
- Bullets to protect innocent civilians against extremists
- Bottles of water to those in need after an earthquake
- Bachelor's degree (advanced training and education)

We protect and defend freedom around the world, and we also offer great opportunities for a great career.

And, remember…. our CNO's tenets:

Warfighting first, operate forward, be ready

All hands good things take GREAT people!

70-80-90-100 Key Messages

You are also using the 70-80-90-100 messages more frequently in your talking points, in media interviews and when speaking to potential recruits

Sailors serve:

- From the sea…**on the land**
- In ships…**on the water**
- In submarines…**under the water**
- In planes and helicopters…**over the water**

70 – percent of the Earth's surface is covered by water
80 – percent of the world's people live near the ocean
90 – percent of all international trade travels by the sea
100 – America's Navy is always 100% on watch

Our mission is to meet America's threats far away, so those threats cannot harm us here.

Recruiting Key Messages

We have helped you localize the below messages to help you communicate the strength of the Navy across NRD Chicago

Key Message 1: Forging leaders

- The Navy is more than just a top 50 employer – we forge leaders, allowing regular people to do spectacular things that will shape their future.

Key Message 2: Preparing you for lifelong success

- The Navy not only offers a greater diversity of career choices than any other branch of the services, but it also allows you to achieve educational opportunities before, during or after your Navy career, preparing you for lifelong success

Key Message 3: Making a difference

- The Navy takes you beyond the books to a world of experiences that make a difference to your country and to the world.

Key Message 4: Recruiting a Sailor, Retaining a Family

- The Navy recognizes the demands you face as a Sailor and provides timely and effective family support programs ensuring the welfare of your family - enabling you to serve and excel.

Localized Recruiting Key Messages

Key Message 1: Forging leaders

- The Navy is a far-reaching force and it has strength in Illinois, with nearly 9,000 Sailors, Officers and civilians stationed here, serving their country and doing spectacular things. (*This is an example for one state in your NRD – you would tailor this for each state in your NRD and provide the number of Sailors, Officers and civilians stationed currently so that the public is aware of the Navy presence*)
- The Navy forges true leaders such as Petty Officer First Class xx who not only serves his country as a Recruiter, recruiting the best and brightest talent for America's Navy, but also contributes his time to his local community, conducting coat drives for the poor. *(This is an example you can tailor per rank, per recruiting rating, per local humanitarian/service project)*
- The Navy is more than just a top 50 employer – it's a calling – where we forge leaders such as LCDR xx who recruits Medical Officers to go out and use their experience and skills to serve their country – their patients. (*This is an example where you can swap the priority recruiting rating you want to profile – whether it be Medical, Dental, etc. You listed Dentists and Doctors as recruiting priorities so include a relevant example here*)
- We are proud that our Navy reflects the face of America and harnesses true diversity. In NRD Chicago, we employ xx* Hispanic, African American and Asian Pacific Islander Sailors and Officers. We need more diversity in our officer ranks. Within 10 years, the Navy's ranks will be one-third minority, and reach one half by 2050. (*You could only reference Officers instead of Sailors, or include one minority group over another, if you prefer*)

Localized Recruiting Key Messages

Key Message 2: Preparing you for lifelong success

- A world beyond everyday caring. More than 4,300 physicians, 1,200 dentists and 3,900 nurses provide world-class, hands-on care in the United States Navy serving those in need. We are always searching for the best and brightest, offering tuition assistance and recruiting from top universities such as Indiana University School of Medicine, Northwestern University and Michigan State University to join the military ranks. *(This is an example focusing on medical and calling out a few universities in NRD Chicago – tailor this message to the schools you recruit from and give examples of the tuition assistance available)*
- Defusing bombs, rescuing people in distress. A world of the most impossible missions made possible. More than 8,300 total Navy personnel including more than 2,300 active-duty SEALs, 600 Special Warfare Combatant-craft Crewmen (SWCC), 900 reserve personnel, 3,650 support personnel and more than 880 civilians make up the Naval Special Warfare community. We are always searching for the best and brightest, offering enlistment bonuses for some priority recruiting ratings. *(This is an example focusing on Special Warfare – tailor this message to each priority recruiting rating you want to highlight and give examples of the enlistment rewards you provide)*
- America's Navy offers hundreds of career opportunities in dozens of exciting fields. Whether you're seeking a position as a Navy SEAL, Physician, Dentist or Chaplain, you will find unrivaled training and opportunities with the chance to achieve your education before, during or after your Navy career. *(This is an example of profiling some of the priority recruiting ratings needed in NRD Chicago)*

Localized Recruiting Key Messages

Key Message 3: Making a difference

- Many young men and women join the Navy to assist in humanitarian missions. These missions take place throughout the world. The Navy can deploy a floating hospital with doctors and dentists that can respond to any crisis worldwide. Here in Indiana, we are interested in recruiting men and women to join us in this mission. *(When tailoring this message, include the specific region or area.)*
- Every day our Navy men and women in uniform across the globe play an important role in keeping the peace. And at the Lake County Fair in Grayslake, Illinois, this weekend, our Sailors' mission was to serve as judges for the 4H projects. (*This is an example of tying the Global Force for Good message to what Sailors are doing locally – insert different examples that make sense relative to the events going on in your district.)*
- The community of Michigan, along with the rest of the American people have high expectations of the United States Navy, and the Navy consistently exceeds these expectations by providing the necessary tools and training for all Navy personnel to do their job. *(This is an example of localizing this message to make it relevant to the people of Illinois, Indiana, or the people of Michigan, etc.)*

Localized Recruiting Key Messages

Key Message 4: Recruiting a Sailor, Retaining a Family

- The United States Navy provides a support network of relevant services and links Navy families with these services through a variety of tools such as Fleet and Family Support Centers, social media – including Facebook, Twitter and NAVYForMoms.com and the Command Ombudsman program – a family's direct link to the command. For Navy families in Indiana, please reach out to your local Fleet and Family Support Center or network with fellow Navy moms and wives on NAVYForMoms.com *(When tailoring this message, include the specific region or area)*
- Thank you to our Navy families in Vermont. The Navy recognizes the demands you face as a Sailor and is committed to ensuring the welfare of your family (*When tailoring this message, include the specific region or area)*

Michigan Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy and the Navy plays a critical role in achieving these objectives.
- **19** of the Fortune 500 ranked companies are based in cities in Michigan, with General Motor, Ford Motor and Dow Chemical ranked in the top 100 (ranked in revenues):
  - General Motors, Ford Motor, Dow Chemical, Whirlpool, TRW Automotive Holdings, Lear,, Kellogg, Penske Automotive Group, Ally Financial. DTE Energy, Stryker, Autoliv,, Masco, BorgWarner, Vistcon, CMS Energy, Auto-Owners Insurance, Con-way, Kelly Services.
- The Navy has a presence in Michigan with approximately 3,000 Navy personnel employed, including active duty and civilian personnel. The importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for good to be delivered overseas, including Michigan's export shipments of merchandise which in 2012 totaled $57 billion.
- Michigan received $2,186,907 in federal funding through the Small Business Administration's State Trade Export Promotion (STEP) grant program, designed to support local and state businesses' efforts to overcome obstacles that stand in the way of accessing foreign markets.
  - The Michigan Strategic Fund will use STEP funds to build upon the Pure Michigan Export Program (MI-Export) to promote Michigan's economy and create new jobs through enhanced export activity..
  - The MI-Export program will increase the number of small exporters in Michigan, increase the value and volume of exports, and expand the number of international markets served by Michigan small businesses. Michigan is expecting the strategy to lead to doubled exports in 4 years, from a base of $76 million..
- A total of 14,814 companies exported goods from Michigan locations in

Michigan Data Points

- SMEs generated over one-fifth (22.1 percent) of Michigan's total exports of merchandise in 2011.
- Export-supported jobs linked to manufacturing account for an estimated 8.3 percent of Michigan's total private-sector employment. Nearly one-third (30.7 percent) of all manufacturing workers in Michigan depend on exports for their jobs (2011 data latest available).
- Top 10 contractors receiving the largest contract awards (fiscal year 2009) (in thousands):
  - GM GDLS Defense Group, LLC - $2,458,625
  - General Dynamics Corporation - $1,302,017
  - Peckham Vocational Industries - $103,412
  - Avon Protection Systems, Inc. - $74,973
  - Kellogg Company - $70,699
  - Interpublic Group of Companies - $68,334
  - General Tactical Vehicles LLC - $58,661
  - AAR, Corp. - $57,731
  - Trijicon Inc. - $52,372
  - Granger Construction Company - $50,010
- The state's largest export market was Canada. Michigan posted merchandise exports of $25.4 billion to Canada in 2012, 44.6 percent of the state’s total merchandise exports. Canada was followed by Mexico ($10.5 billion), China ($3.2 billion), Germany ($2.9 billion), and Saudi Arabia ($1.8 billion).

Michigan Data Points

- The state's largest merchandise export category was transportation equipment, which accounted for $29.2 billion of Michigan's total merchandise exports in 2012. Other top merchandise exports are machinery ($5.2 billion), chemicals ($4.4 billion), primary metals manufactures ($2.8 billion), and computers & electronic products ($2.6 billion).
- In 2012, the metropolitan area of Detroit-Warren-Livonia exported $55.4 billion in merchandise, 97.2 percent of Michigan's total merchandise exports. Other major metropolitan areas in Michigan that exported in 2012 included Grand Rapids-Wyoming ($3.2 billion), Holland-Grand Haven ($2 billion), Saginaw-Saginaw Township North ($1.8 billion), Kalamazoo-Portage ($1.7 billion), Ann Arbor ($1.1 billion), Battle Creek ($971 million), Lansing-East Lansing ($756 million), Muskegon-Norton Shores ($651 million), Monroe ($489 million).

Michigan Data Points

- Three ships have borne the name USS *Michigan*:
  - The first USS *Michigan*, the U.S. Navy's first iron-hulled warship, attempted to launch in 1943, but became stuck some 50 feet over the water. After retiring for the night, the ship apparently launched herself in the night and lay in Lake Erie. She served in the Great Lakes deterring stationed British ships and during the Civil War. She was decommissioned in 1912 and served in the U.S. Naval Reserve after.
  - The second USS *Michigan*, a *South Carolina* class battleship commissioned in 1910, served mostly along the east coast until World War I. She was ordered to duty with the Cruiser and Transport Force in 1918 and following the war, in accordance with the treaty limiting naval armaments, she and four other battleships were scrapped by the Philadelphia Navy Yard during 1924.
  - The third USS *Michigan* (SSGN-727), an *Ohio* class Ballistic Missile Submarine commissioned in 1982, was assigned to the US Pacific Fleet and is homeported at Bangor, WA.

Michigan Data Points

- Top Medical Schools
  - University of Michigan – Ann Arbor* (#8, U.S. News Best Medical Schools: Primary Care, #10, U.S. News Best Medical Schools: Research)
  - Michigan State University (#17, U.S. News Best Medical Schools: Primary Care, #83, U.S. News Best Medical Schools: Research, East Lansing, Michigan)
  - Wayne State University (#75, U.S. News Best Medical Schools: Research, Detroit, Michigan)
- Top Engineering Schools
  - Michigan State University (#49, U.S. News Best Engineering Grad Schools, East Lansing, Michigan)
  - Michigan Technological University (#88, U.S. News Best Engineering Grad Schools, Houghton, Michigan)
  - Wayne State University (#114, U.S. News Best Engineering Grad Schools, Detroit, Michigan)
- Top Chaplain Schools
  - Grace Bible College – (Grand Rapids, Michigan)
  - Madonna University – (Livonia, Michigan)
  - Spring Arbor University – (Spring Arbor, Michigan)
  - Cornerstone University - (Grand Rapids Theological Seminary – Grand Rapids, Michigan)

*Indicates university with NROTC program

Michigan Data Points

- Michigan is proud to be home to 108 Medal of Honor recipients that span from the Civil War to the Vietnam War:
  - Hospital Corpsman Third Class William Richard Charette received a Medal of Honor for gallantry and intrepidity at the risk of his life above and beyond the call of duty while serving as a Medical Corpsman with Company F, Second Battalion, Seventh Marines, FIRST Marine Division, in action against enemy aggressor forces in Korea during the early morning hours on 27 March 1953. Participating in a fierce encounter with a cleverly concealed and well-entrenched enemy force occupying positions on a vital and bitterly contested outpost far in advance of the main line of resistance, Hospital Corpsman Third Class Charette repeatedly moved about through a murderous barrage of hostile small-arms and mortar fire to render assistance to his wounded comrades. When an enemy grenade landed within a few feet of a Marine he was attending, he immediately threw himself upon the stricken man and absorbed the entire concussion of the deadly missile with his body. Although sustaining painful facial wounds, and undergoing shock from the intensity of the blast which ripped the helmet and medical aid kit from his person, Hospital Corpsman Third Class Charette resourcefully improvised emergency bandages by tearing off part of his clothing, and gallantly continued to administer medical aid to the wounded in his own unit and to those in adjacent platoon areas as well. Observing a seriously wounded comrade whose armored vest had been torn from his body by the blast from an exploding shell, he selflessly removed his own battle vest and placed it upon the helpless man although fully aware of the added jeopardy to himself. Moving to the side of another casualty who was suffering excruciating pain from a serious leg wound, Hospital Corpsman Third Class Charette stood upright in the trench line and exposed himself to a deadly hail of enemy fire in order to lend more effective aid to the victim and to alleviate his anguish while being removed to a position of safety. By his indomitable courage and inspiring efforts in behalf of his wounded comrades, Hospital Corpsman Third Class Charette was directly responsible for saving many lives.
  - Seaman James Stoddard received a Medal of Honor for extraordinary heroism in action off Yazoo City, Mississippi, 5 March 1864. Embarking from the USS *Marmora*, Seaman Stoddard landed with the gun and crew in the midst of heated battle and, bravely standing by his gun

Indiana Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy and the Navy plays a critical role in achieving these objectives.
- **Six** of the Fortune 500 ranked companies are based in cities in Indiana, with WellPoint ranked in the top 100 (ranked in revenues):
  - WellPoint, Eli Lilly, Cummins, Steel Dynamics, NiSource, Simon Property Group
- The Navy has a presence in Indiana with nearly 4,500 Navy personnel employed, including active duty and civilian personnel and one installation. The importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, including Indiana's export shipments of merchandise which in 2012 totaled $34.4 billion.
- A total of 8,101 companies exported goods from Indiana locations in 2011. Of those, 6,921 (85.4 percent) were small and medium-sized enterprises (SMEs), with fewer than 500 employees.
- SMEs generated over one-sixth (16.7 percent) of Indiana's total exports of merchandise in 2011.

Indiana Data Points

- Export-supported jobs linked to manufacturing accounted for an estimated 8.9 percent of Indiana's total private-sector employment. One-quarter (24.7 percent) of all manufacturing workers in Indiana depended on exports for their jobs (2011 data latest available).
- Top 10 contractors receiving the largest contract awards (fiscal year 2009) (in thousands):
  - Renco Group Inc. - $2,719,915
  - Anthem Insurance Companies, Inc. - $750,305
  - Rolls-Royce Group PLC - $739,284
  - ITT Corporation - $556,730
  - Raytheon Company - $447,530
  - Science Applications International - $269,404
  - The Parsons Corporation - $95,610
  - Ameriqual Group, LLC - $68,181
  - Concurrent Technologies Corporation - $55,184
  - General Motors Corporation - $44,798
- The state's largest export market was Canada. Indiana posted merchandise exports of $11.9 billion to Canada in 2012, 34.6 percent of the state’s total merchandise exports. Canada was followed by Mexico ($3.9 billion), Germany ($2.2 billion), Japan ($1.8 billion), and France ($1.8 billion).

Indiana Data Points

- The state's largest merchandise export category is transportation equipment, which accounted for $9.7 billion of Indiana's total merchandise exports in 2012. Other top merchandise exports are chemicals ($8.9 billion), machinery ($4.5 billion), miscellaneous manufactures ($2 billion), and computer & electronic products ($1.8 billion).
- In 2012, the metropolitan area of Indianapolis-Carmel exported $10.4 billion in merchandise, 30.2 percent of Indiana's total merchandise exports. Other major metropolitan areas in Indiana that exported in 2012 were Indianapolis-Carmel ($10.4 billion), Evansville ($4.0 billion, portions of this MSA are shared with one or more other states), Elkhart-Goshen ($1.7 billion), South Bend-Mishawaka ($1.6 billion, portions of this MSA are shared with one or more other states), Kokomo ($1.4 billion), Fort Wayne ($1.4 billion), Bloomington ($1.2 billion), Columbus ($1.1 billion), Lafayette ($711 million), and Michigan City-La Porte ($508 million).

Indiana Data Points

- Top Medical Schools
  - Indiana University – Indianapolis* (#24, U.S. News Best Medical Schools: Primary Care, #48, U.S. News Best Medical Schools: Research)
- Top Engineering Schools
  - Purdue University* – West Lafayette (#10, U.S, News Best Engineering Grad Schools)
  - University of Notre Dame* - (#49, U.S. News Best Engineering Grad Schools, Notre Dame, Indiana)
  - Indiana University – Purdue University – Indianapolis* (#102, U.S, News Best Engineering Grad Schools)
- Top Chaplain Schools
  - University of Notre Dame*- (Notre Dame, Indiana)
  - Taylor University – (Upland, Indiana)
  - Valparaiso University – (Valparaiso, Indiana)
  - Earlham College – (Richmond, Indiana)

*Indicates university with NROTC program

Indiana Data Points

- Four ships have borne the name USS *Indiana:*
  - The first USS *Indiana* (BB-1), a 10,288-ton battleship, was commissioned in 1895. She spent her entire career in the Atlantic area. During the Spanish-American War, she operated in the Caribbean and years later operated with the fleet and with the Naval Academy Practice Squadron. She was decommissioned in 1919.
  - The second USS *Indiana* (BB-50), laid down by New York Navy Yard in 1920, was cancelled in 1922 under the Washington Treaty and subsequently scrapped.
  - The third USS *Indiana* (BB-58), a 35,000-ton *South Dakota* class battleship commissioned in 1942, joined the war against Japan, operating in the South Pacific from 1942 into 1943. She then moved to the Central Pacific, participating in the invasions of the Gilbert Islands and the Marshalls where she was damaged in a night collision with the USS *Washington* (BB-56). In 1945, she participated in the invasion of Iwo Jima and passed through a typhoon during the last weeks of the Pacific War. Returning to the U.S. soon after the Japanese surrender, *Indiana* was placed in reserve status in 1946 and formally decommissioned a year later.
  - The fourth USS *Indiana* (SSN-789), a Virginia class submarine, is currently under construction. It will have the capability to attack targets ashore with highly accurate Tomahawk cruise missiles and conduct covert long-term surveillance of land area, littoral waters or other sea-based forces. Other missions include anti-submarine and anti-ship warfare; mine delivery and minefield mapping. It is also designed for special forces delivery and support.

Indiana Data Points

- Indiana is proud to be home to 75 Medal of Honor recipients that span from the Civil War to the Vietnam War:
  - Chief Machinist's Mate William Badders received a Medal of Honor for extraordinary heroism as a Diver with the Submarine and Rescue Salvage Unit, USS *Falcon*, during the rescue and salvage operations following the sinking of the USS *Squalus* on 13 May 1939. During the rescue operations, Chief Machinist's Mate Badders, as senior member of the rescue chamber crew, made the last extremely hazardous trip of the rescue chamber to attempt to rescue any possible survivors in the flooded after portion of the *Squalus*. During the salvage operations, he made important and difficult dives under the most hazardous conditions.
  - Rear Admiral Norman Scott received a Medal of Honor for extraordinary heroism and intrepidity above and beyond the call of duty during action against enemy Japanese forces off Savo Island on the night of 11 - 12 October and again on the night of 12 - 13 November 1942. In the earlier action, intercepting a Japanese Task Force intent upon storming island positions and landing reinforcements at Guadalcanal, Rear Admiral Scott, with courageous skill and superb coordination of the units under his command, destroyed eight hostile vessels and put the others to flight. Again challenged, a month later, by the return of a foe, he led his force into a battle against tremendous odds, directing close-range operations against the invading enemy until he himself was killed by their superior firepower.
  - Pilot Perry Wilkes received a Medal of Honor for extraordinary heroism in action while serving as Pilot on board the USS *Signal*, Red River, 5 May 1864. Proceeding up the Red River, the USS *Signal* engaged a large force of enemy field batteries and sharpshooters, returning their fire until the ship was totally disabled, at which time the white flag was ordered raised. Acting as Pilot throughout the battle, Perry Wilkes stood by his wheel until it was disabled in his hands by a bursting enemy shell.

Illinois Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy and the Navy plays a critical role in achieving these objectives.
- **32** of the Fortune 500 ranked companies are based in cities in Illinois with Archer Daniels Midland, Boeing, Walgreen, Caterpillar, State Farm Insurance Cos., Abbott Laboratories, Sears Holdings,, United Continental Holdings, Deere, Mondelez International, and Allstate ranked in the top 100 (ranked in revenues):
  - Archer Daniels Midland, Boeing, Caterpillar, State Farm Insurance Cos., Abbott Laboratories, Sears Holdings, United Continental Holdings, Deere, Allstate, McDonald's, Exelon, Kraft Foods Group, Illinois Tool Works, Baxter International, Navistar International, R. R. Donnelley & Sons, CDW, Hillshire Brands, Discover Financial Services, W.W. Grainger, Motorola Solutions, Dover, Tenneco, OfficeMax, Ingredion, Anixter International, CF Industries Holdings, Telephone & Data Systems, United Stationers, Old Republic International.
- The Navy has a presence in Illinois with nearly 9,000 Navy personnel employed, including active duty and civilian personnel and NAVSTA Great Lakes. The importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, including Illinois's export shipments of merchandise which in 2012 totaled $68.1 billion.
- A total of 22,855 companies exported goods from Illinois locations in 2011. Of those, 20,649 (90.3 percent) were small and medium-sized enterprises (SMEs), with fewer than 500 employees.

Illinois Data Points

- Illinois received $1,069,279 in federal funding through the Small Business Administration's State Trade Export Promotion (STEP) grant program, designed to support local and state businesses' efforts to overcome obstacles that stand in the way of accessing foreign markets.
  - The Illinois Office of Trade and Investment (OTI) will use STEP funding to lead a total of 19 group foreign market trade missions with an estimated 8 to 10 small businesses participating in each mission.
  - They will provide assistance to over 120 distinct companies (in certain cases companies will participate in more than one group foreign market trade mission to leverage their impact across geographic markets) and approximately $27 million in projected 12-month sales. OTI will also organize 70 individual foreign market trade missions to assist 55 companies and affect approximately $13 million in projected 12-month sales.
- SMEs generated over one-quarter (25.7 percent) of Illinois' total exports of merchandise in 2011.
- Export-supported jobs linked to manufacturing accounted for an estimated 7.2 percent of Illinois' total private-sector employment. Over one-quarter (26.9 percent) of all manufacturing workers in Illinois depended on exports for their jobs (2011 data latest available).
- Top 10 contractors receiving the largest contract awards (fiscal year 2009) (in thousands):
  - International Military and Government - $1,302,370
  - Northrop Grumman Corporation - $804,324
  - Caterpillar Inc. - $274,344
  - Altria Group INC. - $228,705
  - CDW Computer Centers, Inc. - $167,255
  - Cardinal Health, Inc. - $154,222
  - Alion Science and Technology Corp. - $145,632
  - Supplycore Inc. - $119,732
  - General Dynamics Corporation - $103,779
  - IIT Research Institute -$ 102,763

Illinois Data Points

- The state's largest export market was Canada. Illinois posted merchandise exports of $19.4 billion to Canada in 2012, 28.5 percent of the state’s total merchandise exports. Canada was followed by Mexico ($6.4 billion), Australia ($5.4 billion), China ($4.1 billion), and Germany ($2.7 billion).
- The state's largest merchandise export category is machinery, which accounted for $20.2 billion of Illinois's total merchandise exports in 2012. Other top merchandise exports are chemicals ($7.9 billion), transportation equipment ($7.4 billion), computers and electronic products ($6.3 billion), and electrical equipment ($3.3 billion).
- In 2012, the metropolitan area of Chicago-Joliet-Naperville ($40.6 billion, portions of this MSA are shared with one or more other states), Peoria ($17.8 billion), Decatur ($5.9 billion), Rockford ($1.9 billion), Champaign-Urbana ($1.1 billion), Kankakee- Bradley ($450 million), Bloomington-Normal ($315 million), Danville ($310 million) and Springfield ($99 million).

Illinois Data Points

- Top Medical Schools
  - University of Chicago – Prizker (#10, U.S. News Best Medical Schools: Research, #43 U.S. News Best Medical Schools: Primary Care, Chicago, Illinois)
  - Northwestern University – Feinberg* (#18, U.S. News Best Medical Schools: Research, #27 U.S. News Best Medical Schools: Primary Care, Chicago, Illinois)
  - Rush University (#62, U.S. News Best Medical Schools: Research, #77 U.S. News Best Medical Schools: Primary Care, Chicago, Illinois)
  - University of Illinois* (#62, U.S. News Best Medical Schools: Research, #77 U.S. News Best Medical Schools: Primary Care, Chicago, Illinois)
- Top Engineering Schools
  - University of Illinois – Urbana-Champaign (#5, U.S. News Best Engineering Grad Schools)
  - Northwestern University* (#19, U.S. News Best Engineering Grad Schools, Chicago, Illinois)
  - University of Illinois – Chicago* (#64, U.S. News Best Engineering Grad Schools)
  - Illinois Institute of Technology* (#72, U.S. News Best Engineering Grad Schools, Chicago, Illinois)
- Top Chaplain Schools
  - Loyola University*- (Chicago, Illinois)
  - University of Chicago Divinity School – (Chicago, Illinois)
  - Northwestern* - (Chicago, Illinois)
  - Dominican University – (River Forest, Illinois)

*Indicates university with NROTC program

Illinois Data Points

- Three ships have borne the name USS *Illinois*:
  - The first USS *Illinois*, a screw sloop-of-war of 2,354 tons displacement, was laid down in 1864, but was never completed.
  - The second USS *Illinois* (BB-7), the first *Illinois* class battleship commissioned in 1901, engaged in fleet maneuvers, gunnery and seamanship training, and ceremonial operations until 1907, when she joined the Great White Fleet for the cruise around the world. Excluded from further use as a warship by the terms of the Washington Treaty in 1924, she became a floating armory at New York Navy Yard and was assigned to the New York Naval Reserve. During World War II she served as a U.S. Naval Reserve Midshipmen Training School at New York and after over 50 years of useful service to the Navy and the Nation, she was retired in 1956. In 1941, she was renamed the *Prairie State*.
  - The third USS *Illinois* (BB-65), an *Iowa* class battleship under construction by Philadelphia Naval Shipyard, was canceled in 1945.

- Illinois is proud to be home to 203 Medal of Honor recipients that span from the Civil War to the Vietnam War:
  - Landsman William P. Johnston received a Medal of Honor for extraordinary heroism in action while serving on board the USS *Fort Hindman* during the engagement near Harrisonburg, Louisiana, 2 March 1864. Badly wounded in the hand during the action, Landsman Johnston, despite his wound, took the place of another man to sponge and lead one of the guns throughout the entire action in which the *Fort Hindman* was scraped severely with shot and shell from the enemy guns.

Illinois Data Points

- Continued…
  - Lieutenant Edouard Victor Michel Izac (Isaacs) received a Medal of Honor for extraordinary heroism in action as prisoner of war, 21 May 1918. When the USS *President Lincoln* was attacked and sunk by the German submarine U-90, on 21 May 1918, Lieutenant Izac was captured and held as a prisoner on board the U-90 until the return of the submarine to Germany, when he was confined in the prison camp. During his stay on the U-90 he obtained information of the movements of German submarines which was so important that he determined to escape. In attempting to carry out his plan, he jumped through the window of a rapidly moving train at the imminent risk of death, not only from the nature of the act itself but from the fire of the armed German soldiers who were guarding him. Having been recaptured and re-confined, Lieutenant Izac made a second and successful attempt to escape, breaking his way through barbed-wire fences and deliberately drawing the fire of the armed guards in the hope of permitting others to escape during the confusion. He made his way through the mountains of southwestern Germany, having only raw vegetables for food, and at the end, swam the River Rhine during the night in the immediate vicinity of German sentries.
  - Captain John Philip Cromwell received a Medal of Honor for gallantry and intrepidity at the risk of his life above and beyond the call of duty as Commander of a Submarine Coordinated Attack Group with Flag in the USS *Sculpin*, in enemy-controlled waters off Truk Island, 19 November 1943. Undertaking this patrol prior to the launching of our first large-scale offensive in the Pacific, Captain Cromwell, alone, possessed secret intelligence information of our submarine strategy and tactics, scheduled Fleet movements and specific attack plans. Constantly vigilant and precise in carrying out his secret orders, he moved his undersea flotilla forward despite opposition and established a line of submarines to southeastward of the main Japanese stronghold at Truk. He authorized the *Sculpin* to surface and engage the enemy in a gunfight, thereby providing an opportunity for the crew to abandon ship. Determined to sacrifice himself rather than risk capture and subsequent danger of revealing plans under Japanese torture or use of drugs, he stoically remained aboard the mortally wounded vessel as she plunged to her death. Preserving the security of his mission, at the cost of his own life, he had served his country as he had served the Navy, with deep integrity and devotion to duty.

Wisconsin Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy. The Navy plays a critical role in achieving these objectives.
- **Ten** of the Fortune 500 companies are based in cities in Wisconsin, with Johnson Controls ranked in the top 100 (ranked in revenues):
  - Johnson Controls, Northwest Mutual, ManpowerGroup, Kohl's, Oshkosh, American Family Insurance Group, Rockwell Automation, Joy Global, Harley-Davidson, Bemis .
- The top 10 contractors receiving the largest contract awards (fiscal year 2009) (in thousands):
  - OshKosh Truck Corporation - $6,260,279
  - National Presto Industries Inc. - $190,893
  - Schutt Industries of Clintonvi - $111,142
  - Kimberly-Clark Corporation - $70,486
  - Wisconsin Physicians Service - $69,069
  - Snap-On Tools Company - $66,916
  - Orc Industries Inc. - $44,412
  - S C Johnson & Son, Inc. - $37,772
  - CNH Global N.V. - $36,810
  - Hartland Fuel Products LLC - 33,866
- The Navy has a presence in Wisconsin with approximately 1,200 Navy personnel employed, including active duty and civilian personnel. The importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, including Wisconsin's export shipments of merchandise which in 2012 totaled $23.1 billion.

Wisconsin Data Points

- Wisconsin received $661,087 in federal funding through the Small Business Administration’s State Trade Export Promotion (STEP) grant program, designed to support local and state businesses’ efforts to overcome obstacles that stand in the way of accessing foreign markets.
  - In conjunction with the Wisconsin Department of Agriculture Trade and Consumer Protection (DATCP), Wisconsin Manufacturers Extension Partnership (WMEP), the U.S. Commercial Service (USCS), economic development partners, minority business and other multiplier organizations, the initiatives planned for the STEP funding will cover Wisconsin’s priority markets globally, through regionally focused teams covering Asia/Pacific; Americas and Europe; India/Middle East/Africa and Agricultural Products.
  - Training and development for companies, economic development professionals, banks, financial service providers, credit and finance professionals is a critical component in moving new-to-export and early export companies along the continuum to becoming competent and consistent exporters.
- A total of 8,605 companies exported from Wisconsin locations in 2011. Of those, 7,550 (87.7 percent) were small and medium-sized enterprises with fewer than 500 employees.
- SMEs generated nearly one-third (30 percent) of Wisconsin's total exports of merchandise in 2011.
- Export-supported jobs linked to manufacturing accounted for an estimated 7.7 percent of Wisconsin's total private-sector employment. One-fifth (20.2 percent) of all manufacturing workers in Wisconsin depended on exports for their jobs (2011 data latest available).

Wisconsin Data Points

- The state's largest export market was Canada. Wisconsin posted merchandise exports of $7.6 billion to Canada in 2012, 33.1 percent of the state’s total merchandise exports. Canada was followed by Mexico ($2.2 billion), China ($1.5 billion), Australia ($866 million), and Japan ($858 million).
- The state's largest merchandise export category is machinery, which accounted for $7 billion of Wisconsin's total merchandise exports in 2012. Other top merchandise exports were computers and electronic products ($3 billion), transportation equipment ($1.8 billion), food & kindred products ($1.7 billion) and chemicals ($1.6 billion).
- In 2012, the following metropolitan areas in Wisconsin recorded merchandise exports: Milwaukee-Waukesha-West Allis ($9.2 billion), Madison ($2.2 billion), Oshkosh-Neenah ($1.5 billion), Racine ($1.5 billion), Green Bay ($1.0 billion), Appleton ($972 million), Janesville ($923 million), Eau Claire ($772 million), La Crosse ($695 million, portions of this MSA are shared with one or more other states), and Sheboygan ($611 million).

Wisconsin Data Points

- Top Medical Schools
  - University of Wisconsin-Madison (#12, U.S. News Best Medical Schools: Primary Care, #27 U.S. News Best Medical Schools: Research)
  - Medical College of Wisconsin (#52, U.S. News Best Medical Schools: Primary Care, #53 U.S. News Best Medical Schools: Research, Milwaukee, Wisconsin)
- Top Engineering Schools
  - University of Wisconsin – Madison (#17, U.S. News Best Engineering Grad Schools)
  - Marquette University (#131, U.S. News Best Engineering Grad Schools, Milwaukee, Wisconsin)
  - University of Wisconsin – Milwaukee* (#131, U.S. News Best Engineering Grad Schools)
- Top Chaplain Schools
  - Marquette University* - (Milwaukee, Wisconsin)
  - Maranatha Baptist Bible College – (Watertown, Wisconsin)
  - Sacred Heart School of Theology – (Hales Corners, Wisconsin)

*Indicates university with NROTC program

Wisconsin Data Points

- Two ships have borne the name USS *Wisconsin*:
  - The first USS *Wisconsin* (BB-9), a 11,565-ton *Illinois* class battleship commissioned in 1901 that served as flagship of the Pacific Squadron. In 1908, she joined the "Great White Fleet" battleships and participated in the cruise around the world. In World War I she was employed to train the huge numbers of new Sailors needed to man the greatly enlarged wartime Navy. She was decommissioned in 1920.
  - The second USS *Wisconsin* (BB-64), a 45,000-ton *Iowa* class battleship commissioned in 1944 and joined the Pacific Fleet and took part in operations to capture the Philippines, Iwo Jima and Okinawa and raid the Japanese home islands. During this period, she rode out two typhoons without damage and used her sixteen-inch guns to bombard enemy targets in Okinawa and Japan. She sailed cruises and trainings as the Navy's last active battleship until she decommissioned in 1958. She remained in reserve for three decades, but recommissioned in 1988 taking place in Operation "Desert Storm" combat operations in 1991, after which she was decommissioned once more.

- Wisconsin is proud to be home to 49 Medal of Honor recipients that span from the Civil War to the Vietnam War:
  - Chief Watertender Oscar Verner Peterson received a Medal of Honor for extraordinary courage and heroism above and beyond the call of duty while in charge of a repair party during an attack on the USS *Neosho* by enemy Japanese aerial forces on 7 May 1942. Lacking assistance because of injuries to the other members of his repair party and severely wounded himself, Chief Watertender Peterson, with no concern for his own life, closed the bulkhead stop valves and in doing so, received additional burns which resulted in his death.
  - Commander Cassin Young received a Medal of Honor for distinguished conduct in action, outstanding heroism and utter disregard of his own safety, above and beyond the call of duty, as Commanding Officer of the USS *Vestal* (AR-4), during the attack on the Fleet in Pearl Harbor, by enemy Japanese forces on 7 December 1941. Commander Young proceeded to the bridge and later took personal command of the three-inch anti-aircraft gun. When blown overboard by the

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